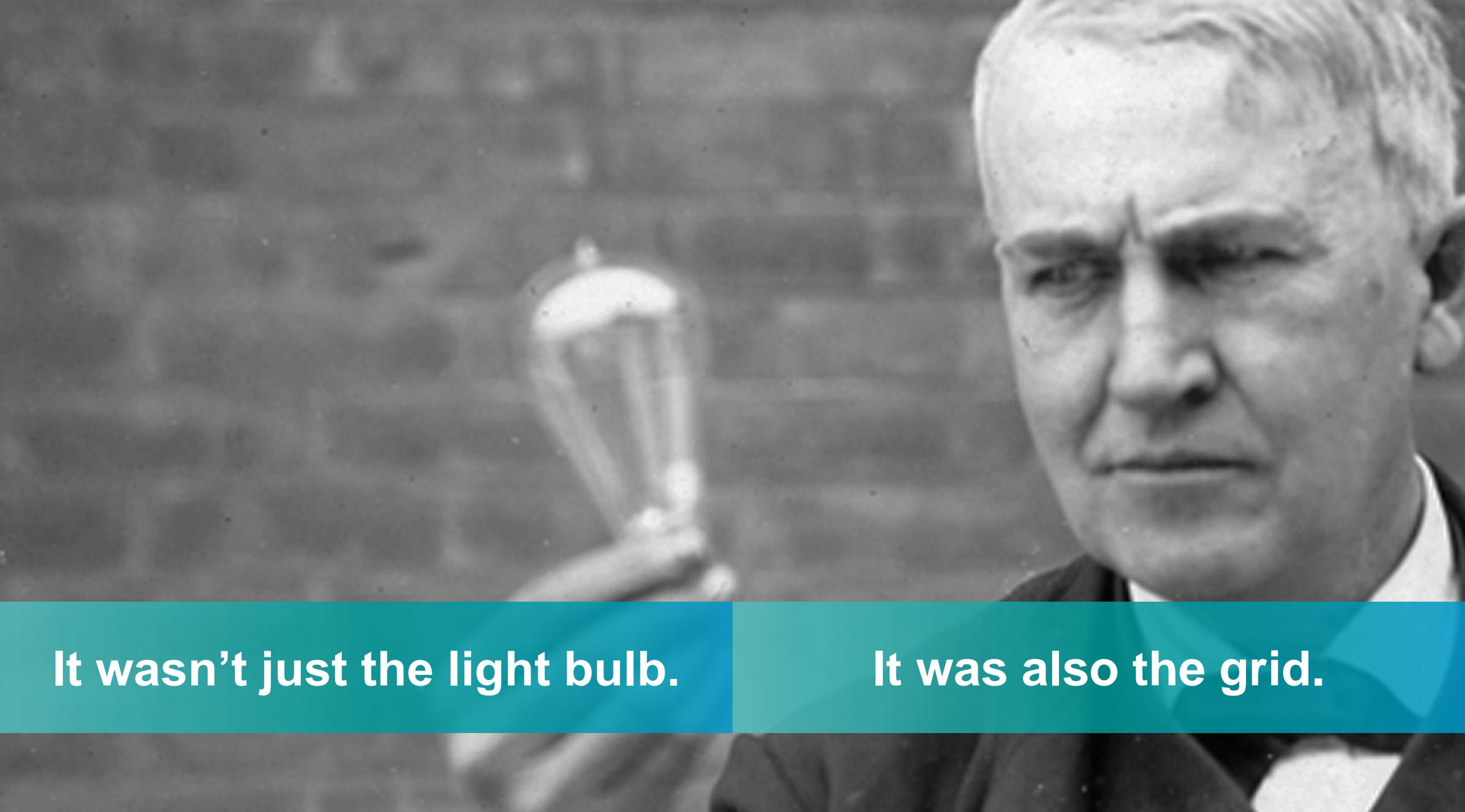


Realizing Disruption

Samik Nandi



It wasn't just the light bulb.

It was also the grid.



It wasn't just the car.

It was also the roads.



It is not just the software.

It is the Framework.

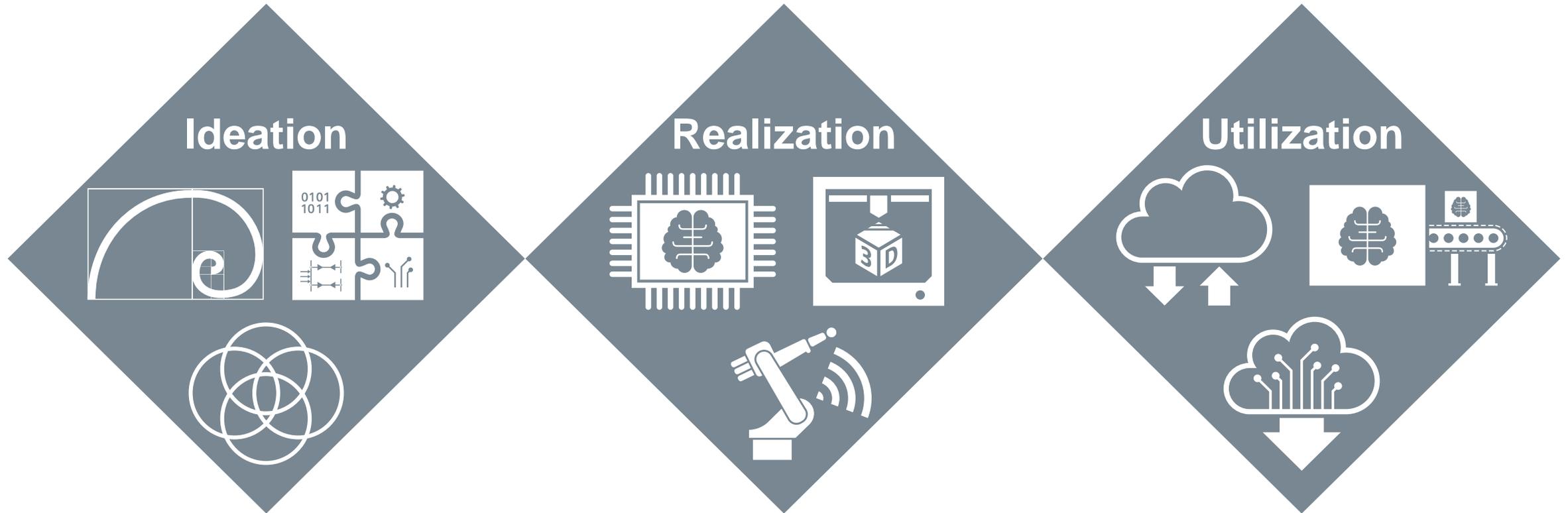
Digital is changing the way we do things



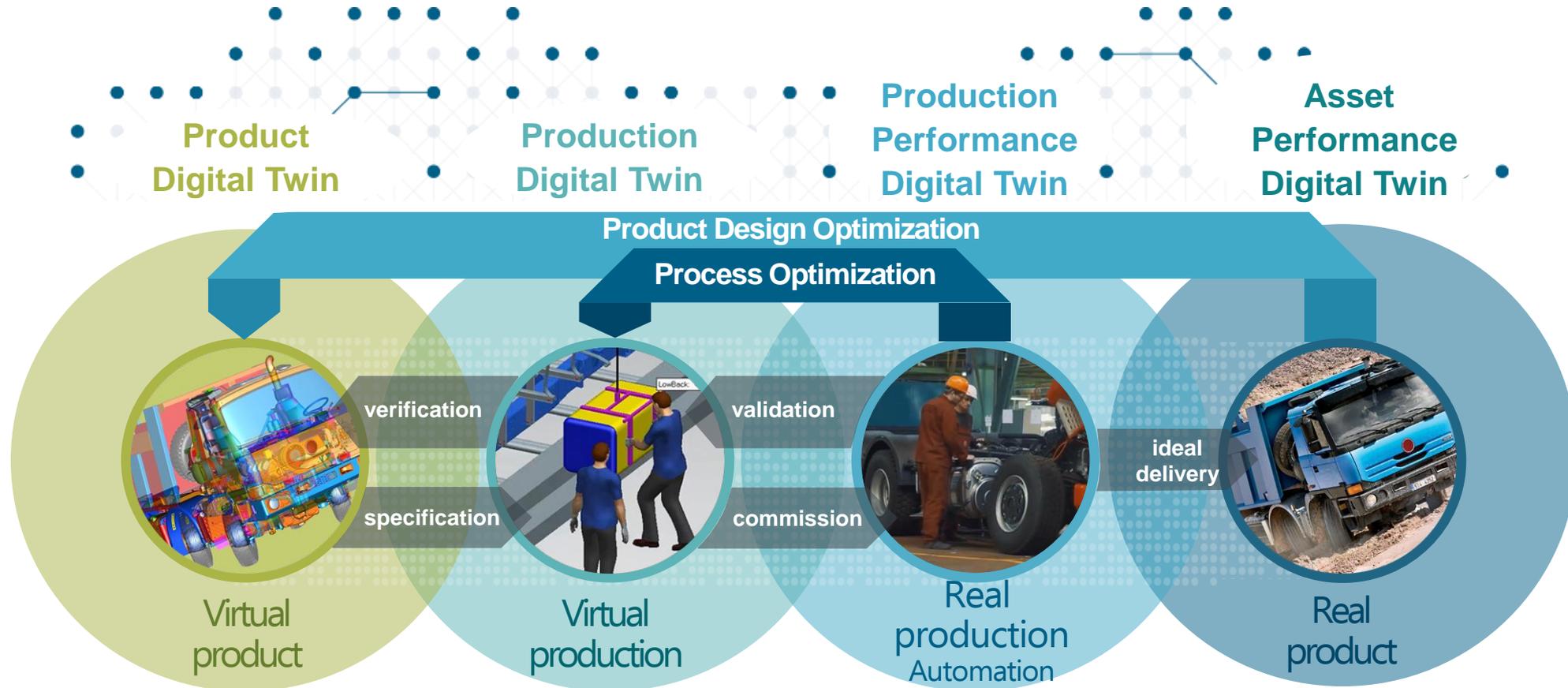
Changing the way products come to life

Changing the way products are realized

Changing the way products evolve



The Twins

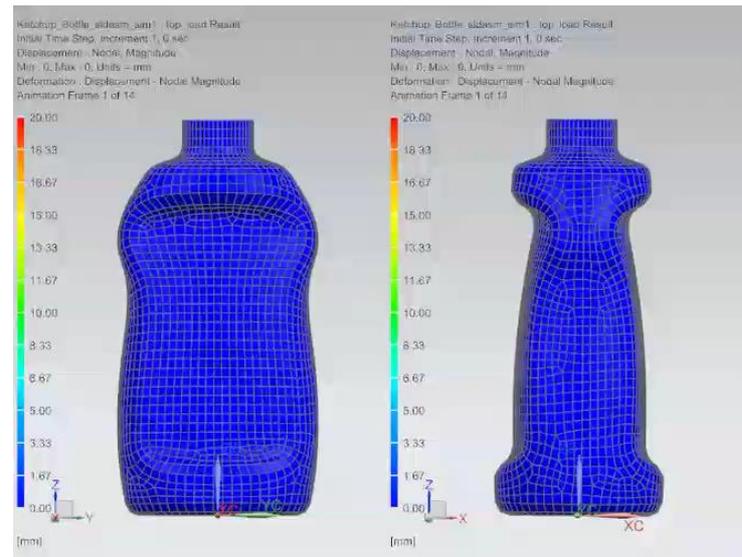
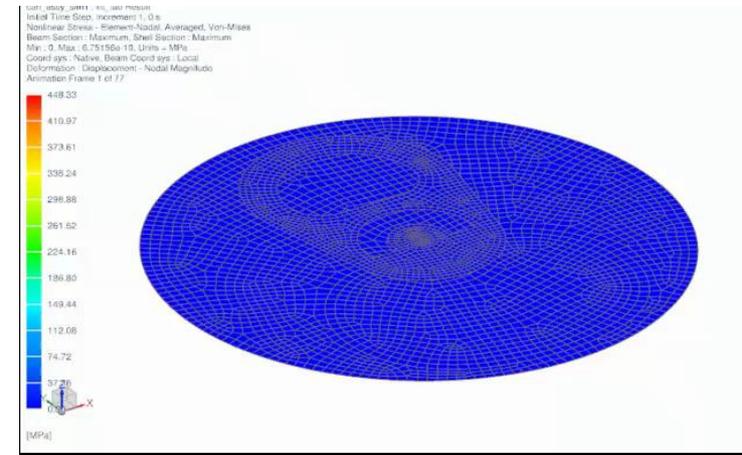


BUSINESS PROBLEM

- How do we harvest the disruptive innovations ?

BENEFITS

- Explore a wider range of ideas
 - Bio Degradable containers
- Early validation of Technical Feasibility
- Less proto-types to test



**What does it take
to realize disruption?**

Are you ready to be next?

SIEMENS
Ingenuity for life

“Realizing Disruption” means being tolerant to new ideas

Use A Digital Platform to Test the ideas

Realize the ideas leveraging Digital tools

